

CITY OF MILPITAS
Effective: 07/01/00
Revised: 03/01/05
EEOC: Admin
FLSA: Exempt
Unit: Unrepresented
Physical: 6

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general direction, performs managerial and administrative work to maintain and enhance the City's overall economic health and the revenue stream which funds the City's operating budget; evaluates and assesses the local and regional economy and the economic trends; develops programs to attract new businesses to the City and retain existing businesses; develops and implements an economic strategy that will become an integral part of the City organization and services; and performs other related duties.

DISTINGUISHING CHARACTERICS: This management position is responsible for administration of the City's overall economic growth and revenue stream. The incumbent works under the direction of the City Manager and may exercise technical and functional supervision over professional, technical and clerical staff.

EXAMPLES OF ESSENTIAL DUTIES - *Duties may include, but are not limited to the following:*

- Manages the development, implementation and evaluation of economic development program project objectives, policies and priorities.
- Plans, schedules and carries out program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables, and review and evaluation.
- Develops and implements programs for business enhancement, business retention and business expansion, works closely with local businesses and recruits potential businesses.
- Develops and implements strategies to assist with business growth and expansion; responds to inquiries concerning industrial and commercial development opportunities.
- Develops and implements a marketing program; prepares and maintains demographic, market and vacant land data base; coordinate the development of marketing materials; and coordinates special events for the business community.
- Manages the acquisition and disposition of real property for the City and Redevelopment Agency.
- Coordinates project activities with the other City departments to provide policy and technical support on economic development, and business retention and expansion issues; coordinates economic development activities with regional agencies and organizations.
- Coordinates and serves as City Liaison for economic development activities with regional agencies and organizations.

- Advises the City Manager and Assistant City Manager on economic development activities, including business assistance, employment generation and retention, commercial project development and neighborhood commercial revitalization.
- Prepares and monitors the economic development operating budget.
- Provides staff training on economic development programs and activities.
- Prepares and reviews documentation for consideration and action of the City Council and written and oral reports related to economic development policies and programs.
- Researches and prepares grants and proposals related to economic development and job development activities.
- Monitors and serves as staff liaison to local workforce development service provider.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Laws, regulations and procedures pertaining to economic development
- Public Administration principles
- Principles, practices and issues of economic development, including industrial recruitment, real estate, land development process, public and private financing and economic incentives; business retention methods
- Business, economic and market forces and indicators; budgetary methods and procedures
- Principles and practices of demographic research and analysis
- Statistics and mathematics applicable to economic analysis and principles, economic performance measures
- Practices and procedures of grant writing
- Marketing and promotional techniques used in the economic development area

Ability to:

- Plan and direct the operations of complex programs
- Coordinate and implement an economic/job development program, including a proactive outreach and communication program which projects a positive image of the City
- Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues

- Work effectively with business leaders, financial institutions, citizens groups, elected officials, and department managers in interdepartmental and diverse team environments; negotiate and manage professional consulting agreements
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- Work effectively in a highly visible position
- Interpret and apply complex rules, regulations, laws and ordinances
- Effectively communicate, both orally and in writing, fundamental technical information to the business community and general public
- Establish and maintain a positive customer service attitude and effective working relationships with internal and external customers contacted in the course of work
- Research and prepare complex community development and real estate data
- Operate a personal computer and programs used in the course of work
- Develop and maintain an operating budget

EDUCATION AND EXPERIENCE

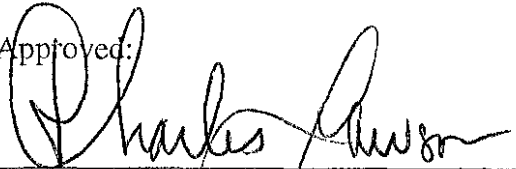
Education: A Bachelors degree from an accredited college or university with major course work in Public or Business Administration, Planning or Economics or a related field.

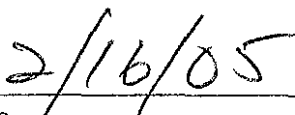
Experience: Three to five years of progressive economic development experience with a track record of developing and implementing business attraction and retention programs.

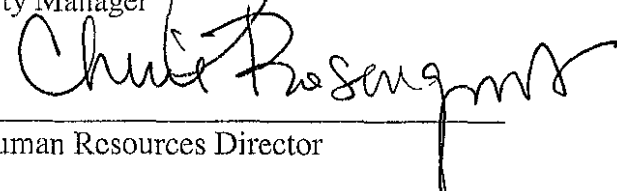
LICENSE

Possession of, or ability to obtain and maintain a valid Class C California driver's license or the equivalent.

SPECIAL REQUIREMENTS: *Essential duties require the following physical abilities and work environment:* Ability to work in a standard office environment; repetitive keyboarding; ability to attend night meetings; able to travel to various locations within and outside the City of Milpitas.

Approved: 
 City Manager


 Date


 Human Resources Director